

ABSTRACT OF THE DISCLOSURE

An image having a large contrast and excellent visibility to the viewer is displayed on an image display device used in the presence of light. A black-display characteristic specifying means (5A) generates a black-display characteristic specifying data (BD1) indicating the brightness of the external light reflected from the surface of an image display means (3), which is obtained by operating an external-light brightness specifying bar to be displayed on the image display means (3). A black-approximated data calculating means (4A) calculates, based on the black-display characteristic specifying data (BD1), a black-approximated data (R3, G3, B3) related to at least one of luminance, chromaticity and tristimulus values in displaying black with the image display means (3). On receipt of an image data (R1, G1, B1) and the black-approximated data (R3, G3, B3), a black correction means (2A) calculates a black-corrected image data (R2, G2, B2), and displays an image on the image display means (3) based on the black-corrected image data (R2, G2, B2).